

**ADDITIONAL FILE 3:** Number of social media posts by post type with PD messaging for youth aged 16-29 years for each PHE.

	Post type	
	Explicit n=17 (5.3%)	Implicit n=302 (94.7%)
<b>PUBLIC HEALTH ENTITIES</b>		
<b>Federal</b>		
Health Canada/PHAC	3	32
Health Canada/PHAC - French	3	32
Theresa Tam - The Chief Public Health Officer of Canada	0	2
<b>Provincial/Territorial</b>		
Alberta Ministry of Health (Alberta Health)	0	5
Alberta Health Services	0	9
Provincial Health Services Authority	0	9
BC Centre for Disease Control	1	4
Manitoba Health, Seniors and Active Living [1]	0	5
New Brunswick Department of Health	0	5
Kami Kandola - The chief medical officer of NWT	0	9
Northwest Territories Health and Social Services Authority	2	6
Prince Edward Island Department of Health and Wellness [2]	0	15
Institut national de santé publique du Québec	0	1
Quebec Ministry of Health and Social Services   Ministère de la Santé et des Services sociaux	0	2
Saskatchewan Health Authority	0	14
Yukon Department of Health and Social Services	1	19
<b>Ontario Regional</b>		
Algoma Public Health Unit	0	4
Brant County Health Unit	0	4
Chatham-Kent Health Unit	1	3
Durham Region Health Department	0	2
Eastern Ontario Health Unit	0	7
Grey Bruce Health Unit	0	4
Haliburton, Kawartha, Pine Ridge District Health Unit	0	5
Hamilton Public Health Services [3]	0	1
Hastings and Prince Edward Counties Health Unit	0	1
Huron Perth County Health Unit	0	2

Kingston, Frontenac and Lennox & Addington Health Unit	0	1
Lambton Health Unit	0	3
Leeds, Grenville and Lanark District Health Unit	0	2
Middlesex-London Health Unit	0	7
Niagara Region Public Health Department [4]	0	7
North Bay Parry Sound District Health Unit	0	1
Northwestern Health Unit	0	12
Ottawa Public Health	4	23
Peel Public Health [5]	0	2
Peterborough Public Health	0	4
Public Health Sudbury & Districts	0	1
Simcoe Muskoka District Health Unit	0	2
Thunder Bay District Health Unit	1	13
Toronto Public Health	1	13
Wellington-Dufferin-Guelph Health Unit	0	4
York Region Public Health Services [6]	0	5

[\[1\] All social media accounts hosted by the Government of Manitoba](#)

[\[2\] The embedded Social media links were for Gov of PEI, not for PHE. It has a separate twitter account for health which was not embedded](#)

[\[3\] All social media accounts hosted by the city of Hamilton](#)

[\[4\] All social media accounts hosted by the city of Niagara](#)

[\[5\] All social media accounts hosted by the Region of Peel](#)

[\[6\] All social media accounts hosted by the regional municipality of York](#)

The table only includes the frequency of the PHU that has at least 1 post in any category. The following public health units did not have any social media posts with PD messaging and are not included in the table:

- Ontario regional: Haldimand-Norfolk Health Unit, Halton Region Health Department, Porcupine Health Unit, Region of Waterloo, Public Health, Renfrew County and District Health Unit, Southwestern Public Health, Windsor-Essex County Health Unit, Timiskaming Health Unit.
- Provincial/Territorial: Deena Hinshaw - The chief medical officer of Alberta, British Columbia Ministry of Health, Brent Roussin - The chief medical officer of Manitoba, Newfoundland and Labrador - Department of Health and community services, Janice Fitzgerald - The chief medical officer of Newfoundland and Labrador, Nova Scotia Department of Health and Wellness, Robert Strang - The chief medical officer of Nova Scotia, Nova Scotia Health Authority, Nunavut Department of Health and Social Services, Public Health Ontario, Health PEI, Horacio Arruda - The chief medical officer of Quebec, Saskatchewan Ministry of Health (Saskatchewan Health).